IN THE SPECIFICATION

Please amend the paragraph at page 6, line 28, through page 7, line 5 of the specification as follows:

There are two components to the present invention: a data model <u>which defines a structure for storing customer transactional information within</u> ~~generated by~~ the data mining system 100 and an algorithm performed by the data mining system 100 to <u>analyze the transactional information into coherent groups according to perceived similarities in the transactional data</u> ~~create the data model~~. The data model ~~comprises a Gaussian Mixture Model that stores transactional data and~~ provides a minimum specification for the transactional data needed in the analysis. The algorithm performs the mapping function necessary to ~~create the data model by aggregating~~ <u>aggregate</u> the transactional data for cluster analysis. The result, as noted, is a grouping of the transactional data into segments, wherein each segment may be summarized by a set of prototypical behaviors.

Please amend the paragraph at page 7, lines 22 through 26 of the specification as follows:

FIG. 2 is a diagram that illustrates the structure of a data model 200 according the preferred embodiment of the present invention. ~~The data model 200 comprises a Gaussian Mixture Model, and may be stored in the relational database managed by the RDBMS 132.~~ The data model 200 ~~is a structured way of~~ <u>defines the structure for</u> storing transactional data <u>in the relational database managed by the RDBMS 132</u>. This transactional data might be obtained, for example, from a point-of-sale device.

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